

Performance of Female Athletes in the Olympic Games and Gender Equality in Society: An International Comparison

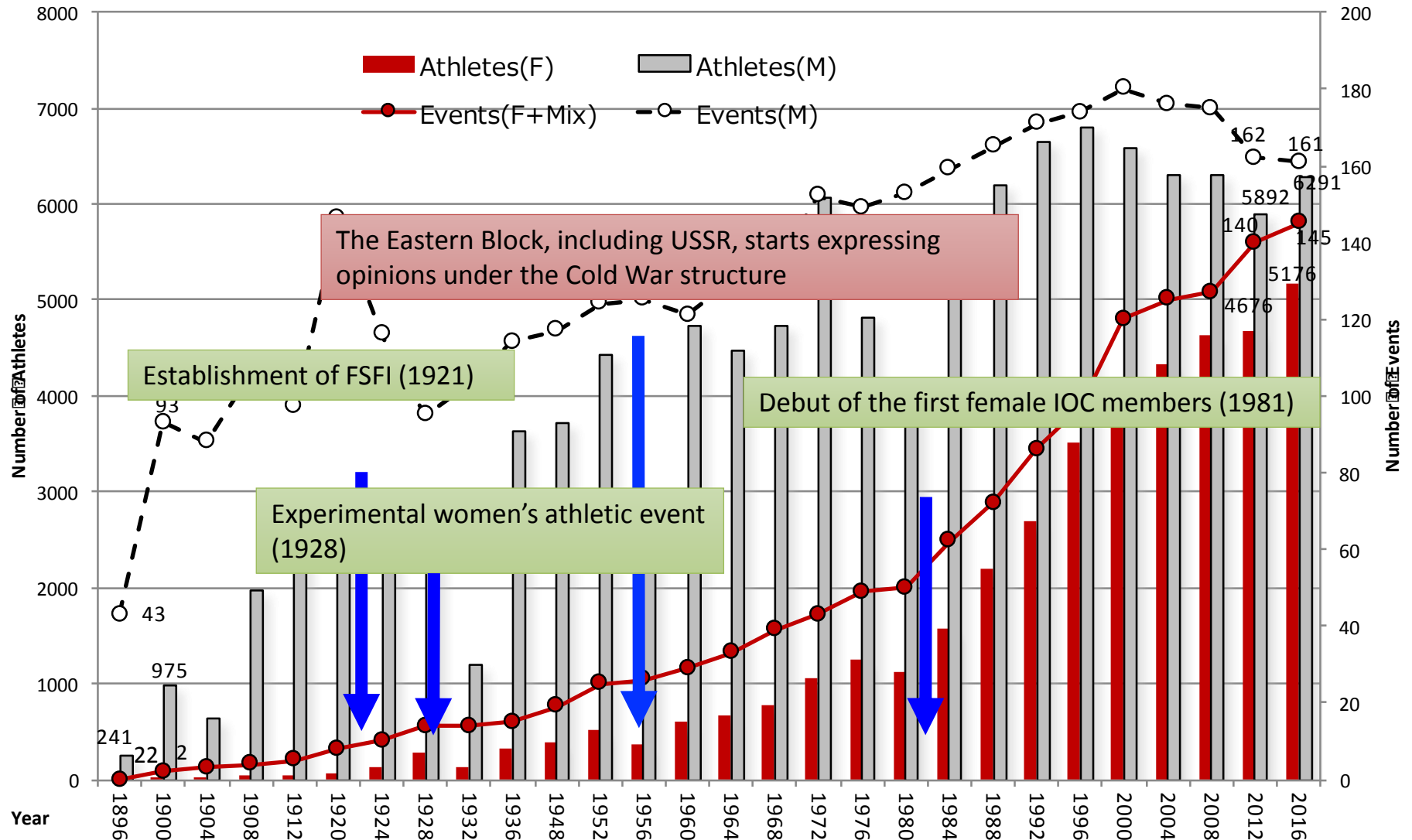
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Contents

- Diversification and development of human rights in the Olympic Movement
- Acceptance and respect of diversity in the Olympic Agenda 2020 and Tokyo 2020
- Study based on data relating to Rio Olympics & Paralympics 2016 and the Global Gender Gap Report 2016 issued by the WEF
- Conclusions
 - Implications for strategies in the case of Japan
 - Questions and issues that emerged from the analysis for further discussion

Diversification of the Olympic Games: Women and Men

Number of Athletes and Events of Summer Games



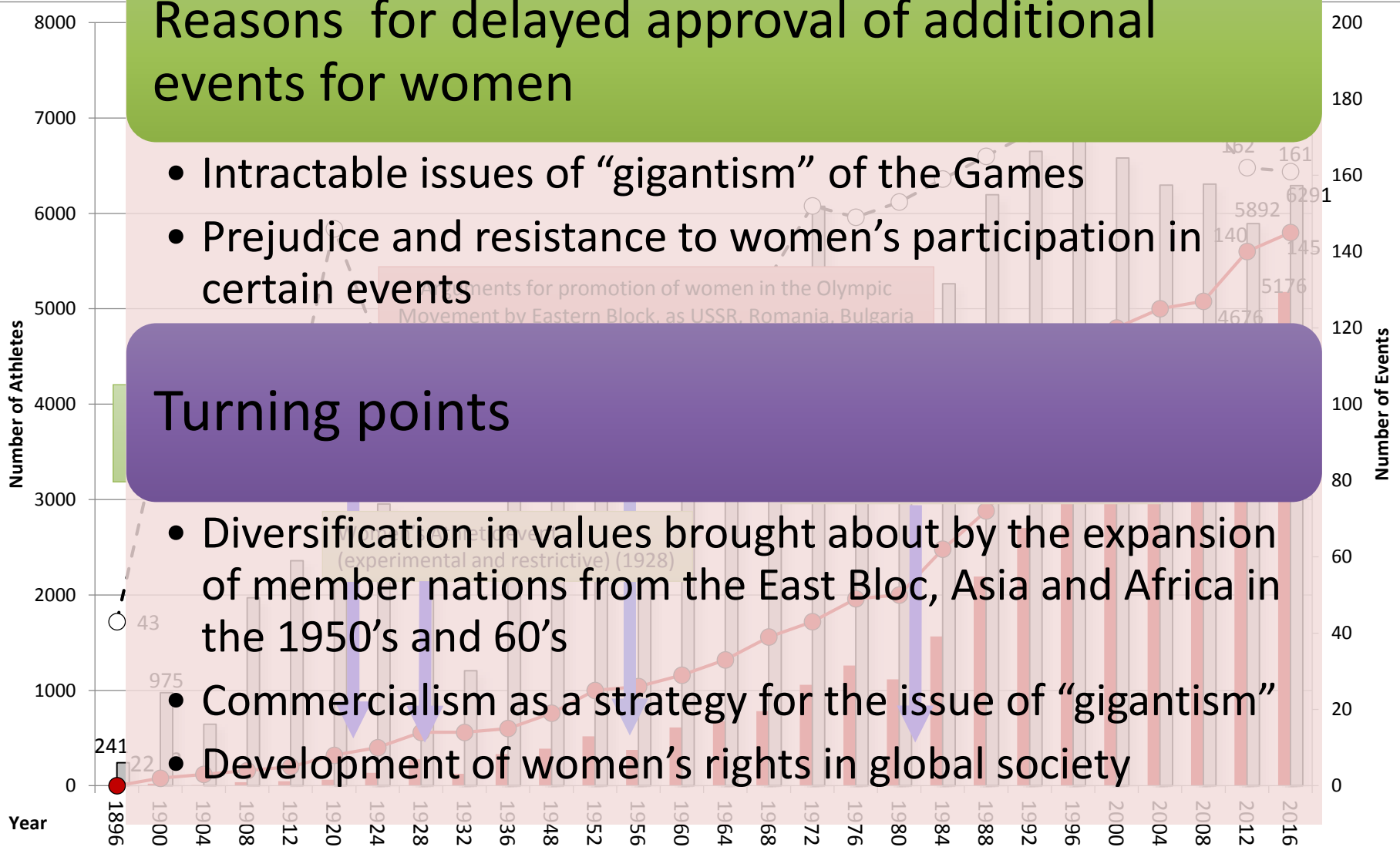
Diversification of the Olympic Games: Women and Men

Reasons for delayed approval of additional events for women

- Intractable issues of “gigantism” of the Games
- Prejudice and resistance to women’s participation in certain events

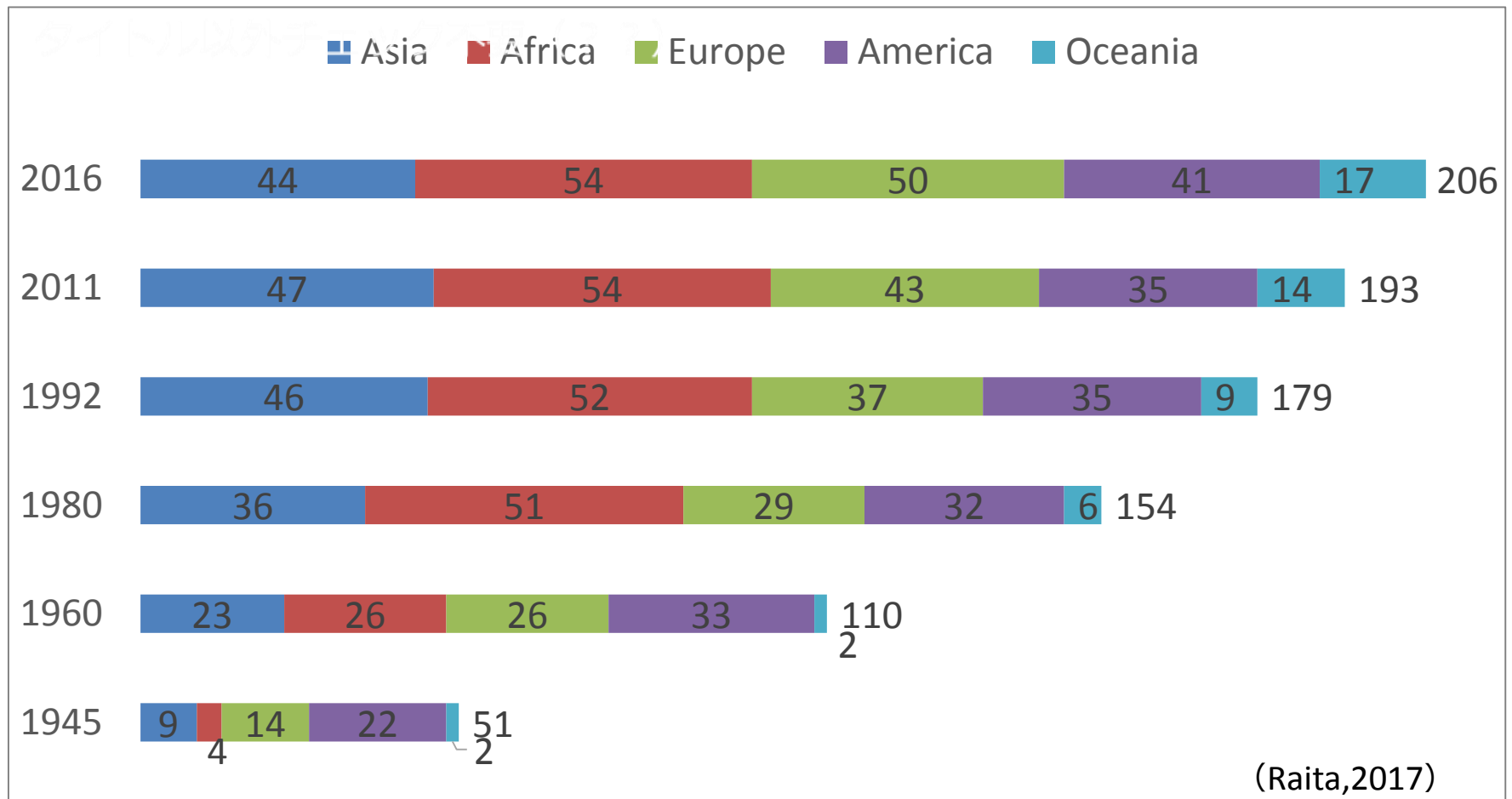
Turning points

- Diversification in values brought about by the expansion of member nations from the East Bloc, Asia and Africa in the 1950’s and 60’s
- Commercialism as a strategy for the issue of “gigantism”
- Development of women’s rights in global society



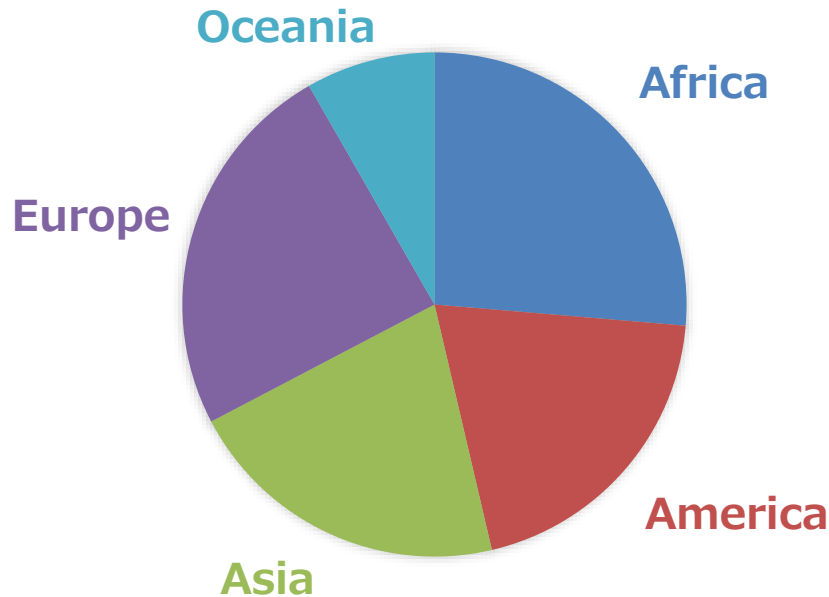
Diversification of the Olympic Movement: Expansion of IOC member nations

Change in NOCs by Continent

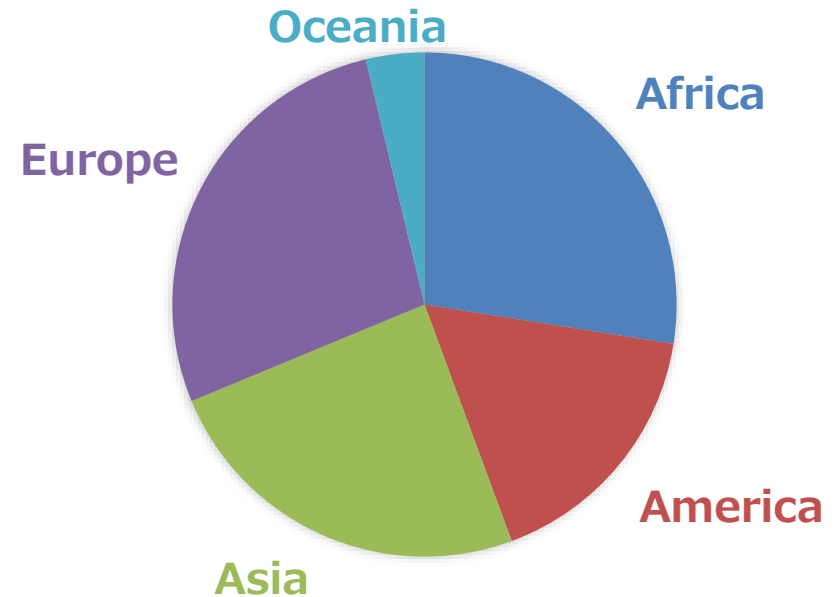


Diversification of the Olympics & Paralympics: Expansion of Participating NOCs

Participating NOC by Continent
in Rio Olympic Games 2016

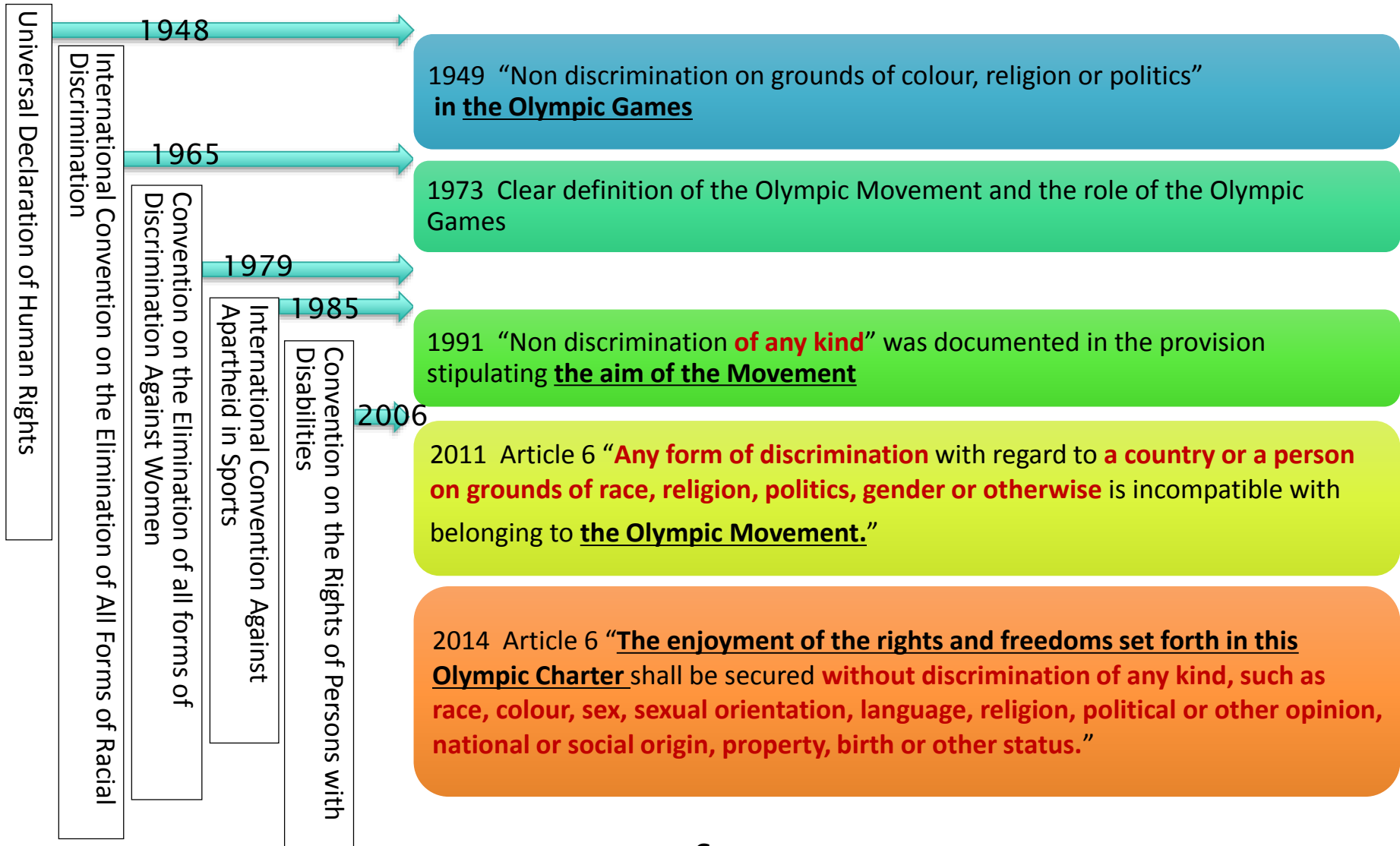


Participating NOC by Continent
in Rio Paralympic Games 2016

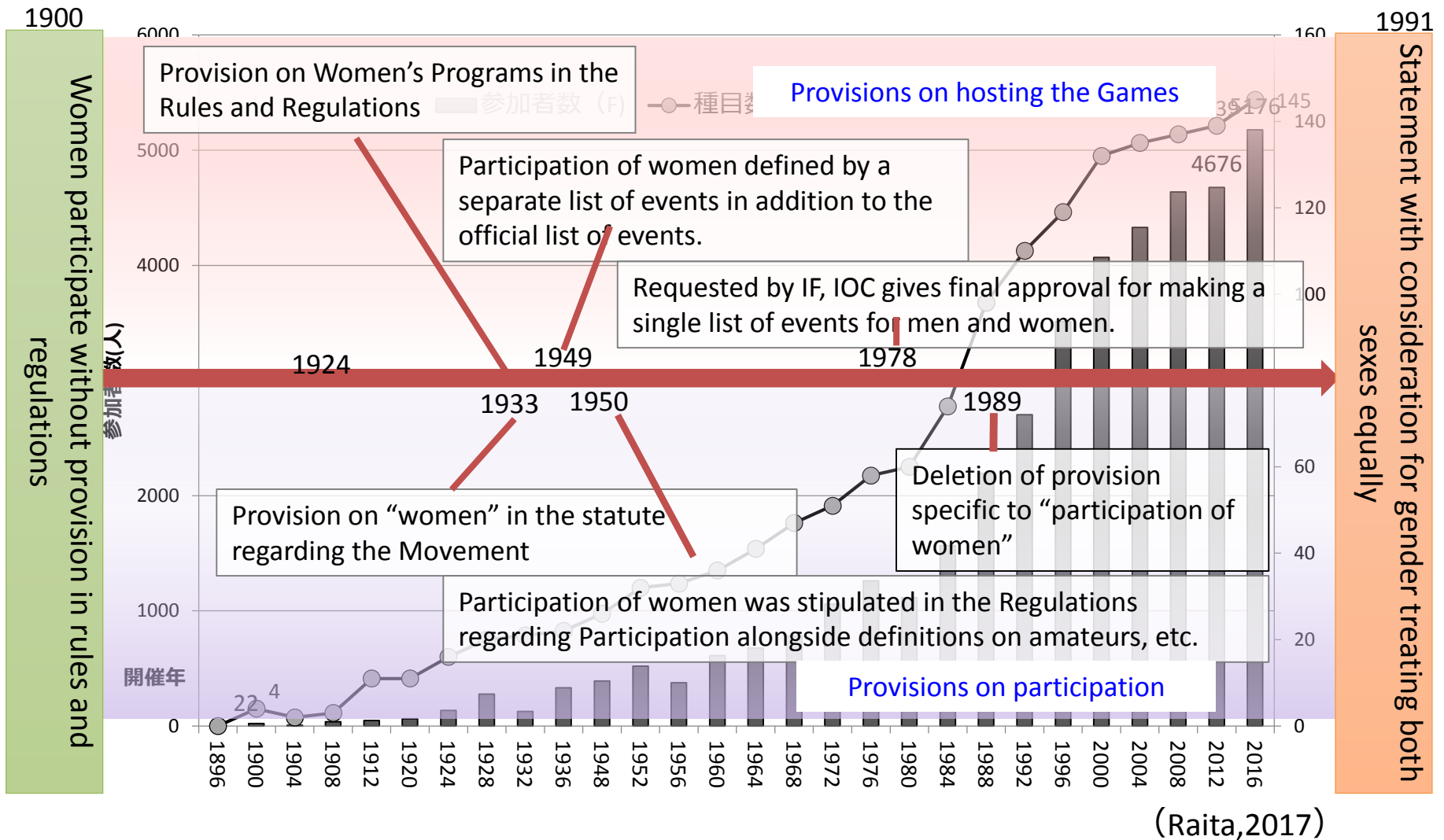


(Raita,2017)

Expansion of human rights in the Fundamental Principles of Olympism in the Olympic Charter



Changes to Rules on Women's Participation in the Olympic Charter



Acceptance and respect of Diversity in the Olympic Agenda 2020

<Key Point>

With more people getting involved in sports (diversification), different senses of values influence each other.

→Legacy

This society is changing faster than ever. This society will not wait for sport to change. If we want our values of Olympism - the values of excellence, respect, friendship, dialogue, diversity, non-discrimination, tolerance, fair-play, solidarity, development and peace - if we want these values to remain relevant in society, the time for change is now.

(Thomas Bach, 2014)

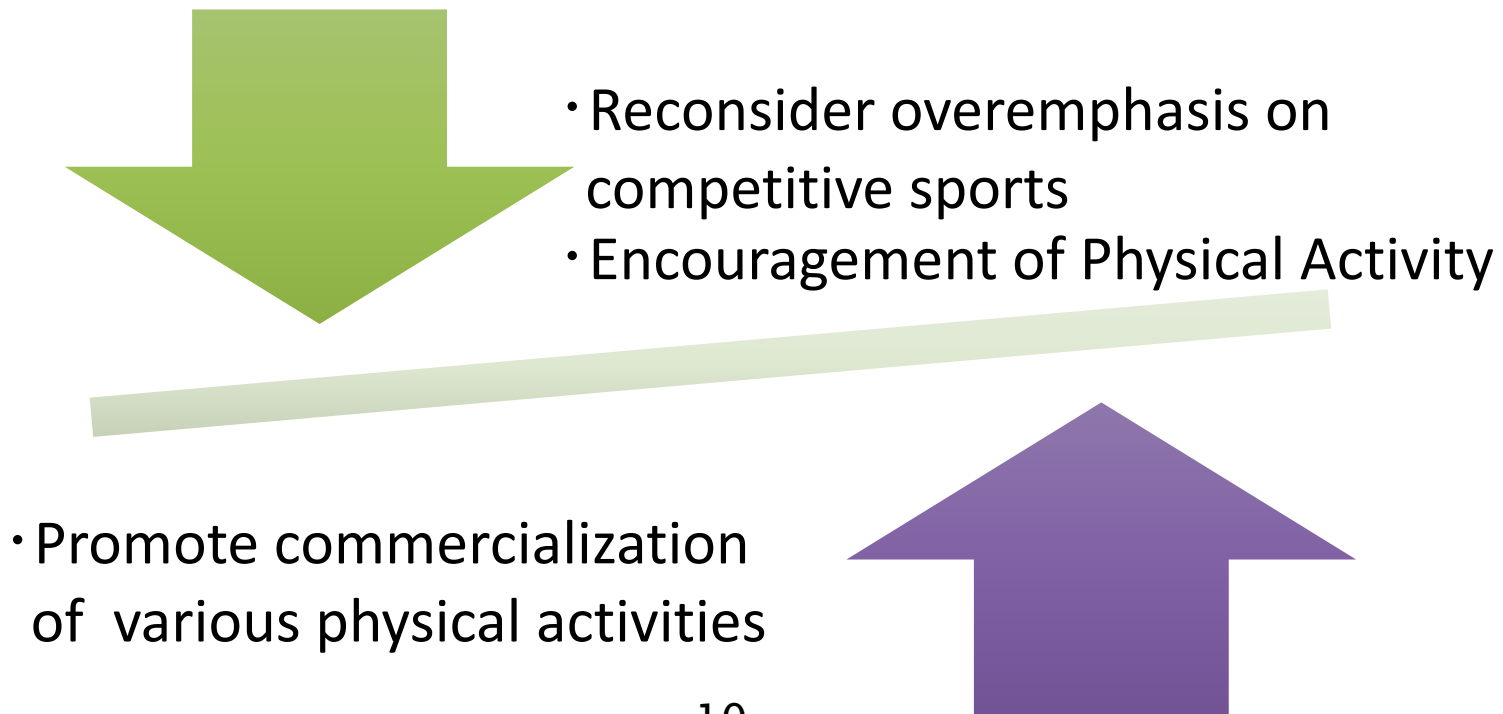


Influential Recommendations in Agenda2020 to promote Diversity and Gender Equality

Rec. 6	Cooperate closely with other sports event organisers
Rec.10	Move from a sport-based to an event-based programme
Rec.11	Foster gender equality
Rec.14	Strengthen the 6th Fundamental Principle of Olympism
Rec.20	Enter into strategic partnerships
Rec.26	Further blend sport and culture
Rec.38	Implement a targeted recruitment process
Rec.39	Foster dialogue with society and within the Olympic Movement

Point 1: Diversification of Sports

- Changing to adapt sports in a variety of ways for people to enjoy
 - = Structure embracing participation of more IFs or other sports organizations (Rec.10)
- Cooperation with other games, such as World Games and Masters Games (Rec.6)



Point 2: Diversification of People involved in the Olympic Movement

- Cooperation with Master Games (Rec.6)
- Foster gender equality (Rec.11)
- Revision of “6th Fundamental Principles of Olympism” (addition non-discrimination based on sexuality) (Rec.14)
- Move from an application to a targeted recruitment process for IOC membership for diversification inside the IOC (Rec.38)
 - Model case for other sports organizations
- Cooperation and network with competent and internationally recognised organisations and NGOs (Rec.20)

Point 3 : Foster dialogue with society (not just stakeholders of the Olympic Movement)

- Engage in a dialogue with the general public or artists in strengthen the blending of sport and culture (Rec.26)
- Engage in a dialogue with representatives from all walks of life and backgrounds on the role of sport and its values in society (Rec.39)

New Host City Contract (2024-) : Emphasis on Human Rights

- IOC Press Release, 28 Feb 2017
- Guidance from Sport and Rights Alliance(SRA)
- Specific changes to the Host City Contract 2024 with regard to protection of human rights, anti-corruption and contribution to UN Sustainable Development Goals (SDG)

HOST CITY CONTRACT
PRINCIPLES

GAMES OF THE XXXIII OLYMPIAD – CANDIDATURE PROCESS 2024 – DECEMBER 2016



DATE
28 FEB 2017

TAGS
PRESS
RELEASE , IOC
NEWS , HOST
CITY ELECTION

IOC STRENGTHENS ITS STANCE IN FAVOUR OF HUMAN RIGHTS AND AGAINST CORRUPTION IN NEW HOST CITY CONTRACT

THE INTERNATIONAL OLYMPIC COMMITTEE (IOC) IS MOVING FORWARD WITH THE IMPLEMENTATION OF OLYMPIC AGENDA 2020 AFTER CONSULTING WITH THE SPORT AND RIGHTS ALLIANCE (SRA) AND IS MAKING SPECIFIC CHANGES TO THE **HOST CITY CONTRACT 2024** WITH REGARD TO HUMAN RIGHTS, ANTI-CORRUPTION AND SUSTAINABLE DEVELOPMENT STANDARDS.

As part of the implementation of Olympic Agenda 2020 (Recommendation 1), IOC President Thomas Bach met representatives of the Sport and Rights Alliance (SRA), which includes Transparency International Germany, UNI World Athletes, Terre des Hommes, the International Trade Union Confederation, Amnesty International and Human Rights Watch.

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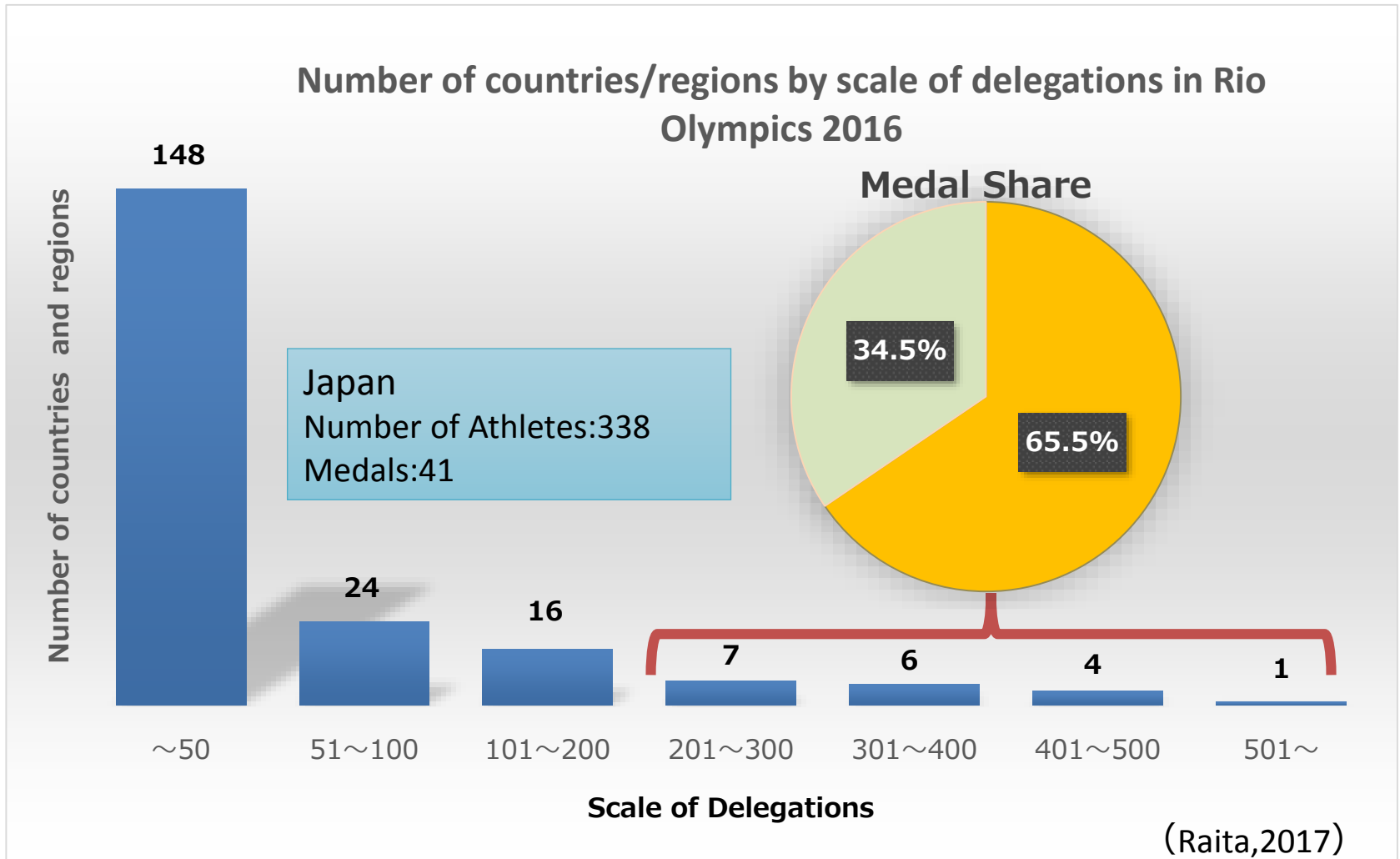
SHARE

Partners: Amnesty International, FIFPro, Football Supporters Europe, Human Rights Watch, International Trade Union Corporation, Terre des Hommes, Transparency International Germany, UNI World Athletes

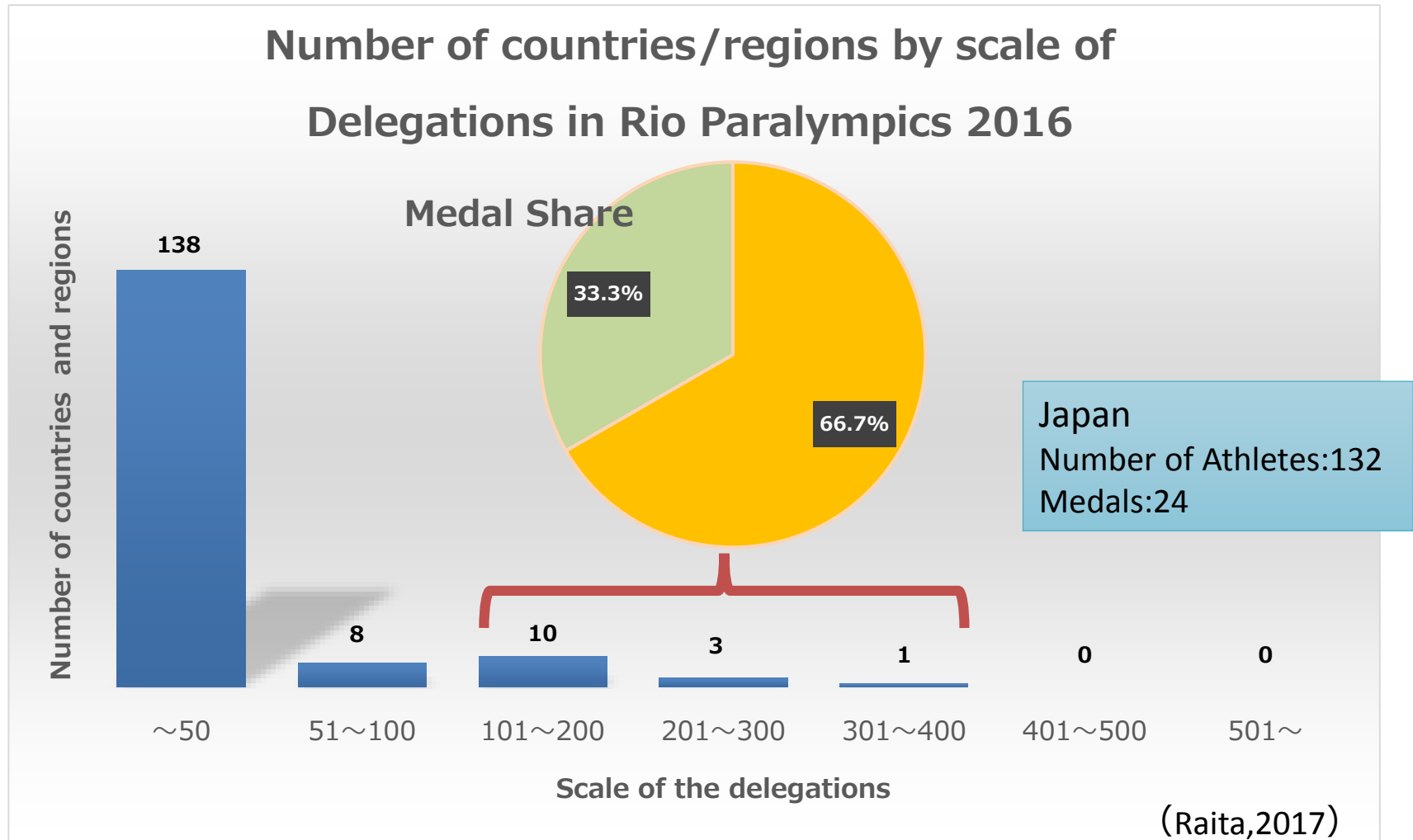
<http://www.sportandhumanrights.org/wordpress/index.php/2015/07/06/sport-and-rights-alliance/>

Acceptance and respect of Diversity in the Tokyo 2020 Olympics and Paralympics

Number of medals -- an indicator of gender equality and diversity in society?



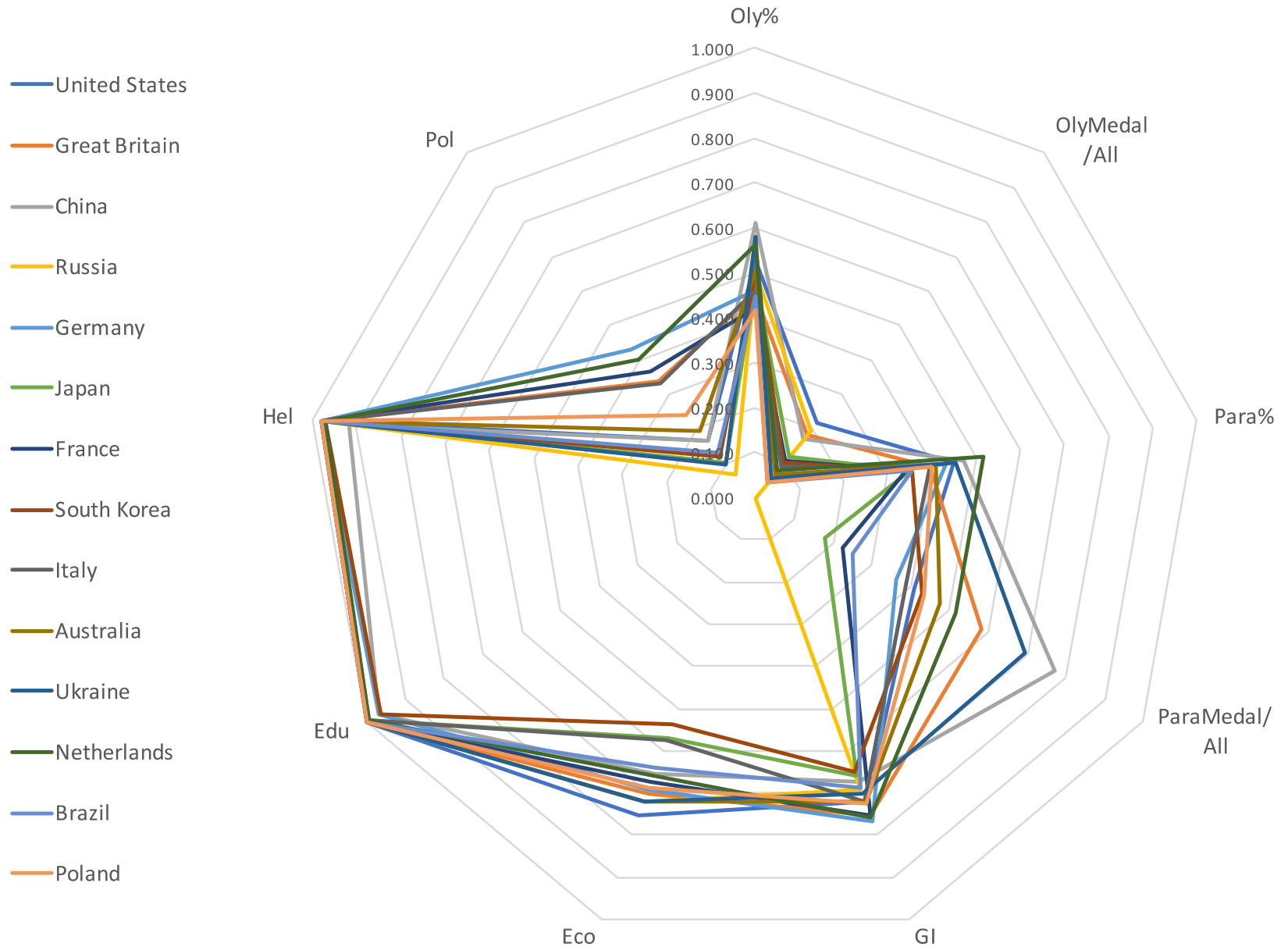
Number of medals -- an indicator of gender equality and diversity in society?



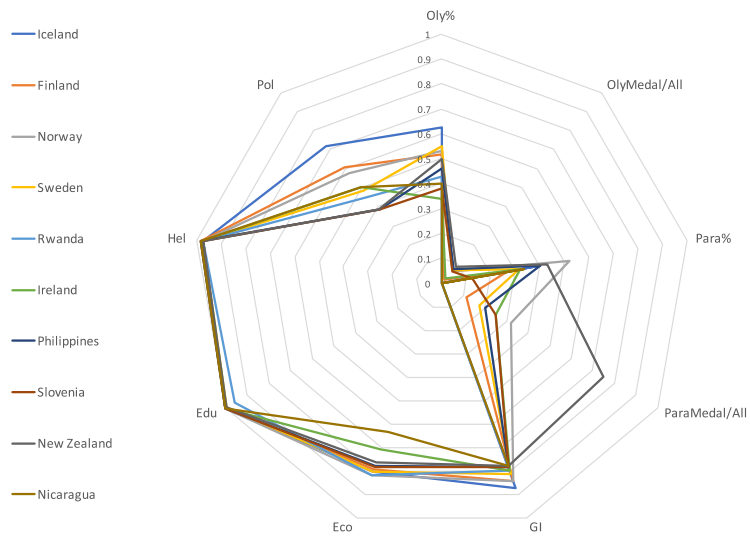
Combining data relating to the Rio Olympics & Paralympics 2016 and the Global Gender Index 2016 by the WEF

Oly%	Women's participation in the delegation of Olympics
OlyMedals/All	Number of medals / Number of athletes in delegation (Number of medals per athlete \approx Efficiency of the delegation?)
Para%	Women's participation in the delegation of Paralympics
ParaMedals/All	Number of medals / Number of athletes in the delegation of Paralympics
GI	Global Gender Index
Eco	Economic Participation and Opportunity
Edu	Educational Attainment
Hel	Health and Survival
Pol	Political Empowerment

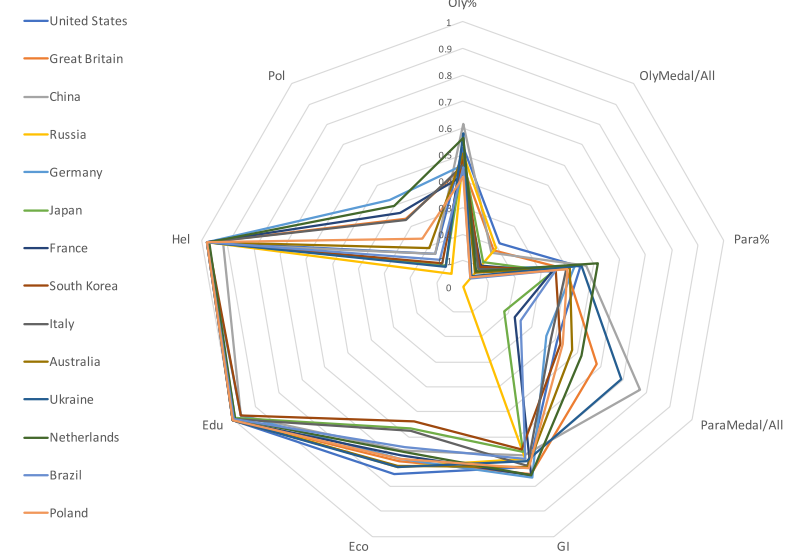
Analytical chart of top 10 medal-winning countries



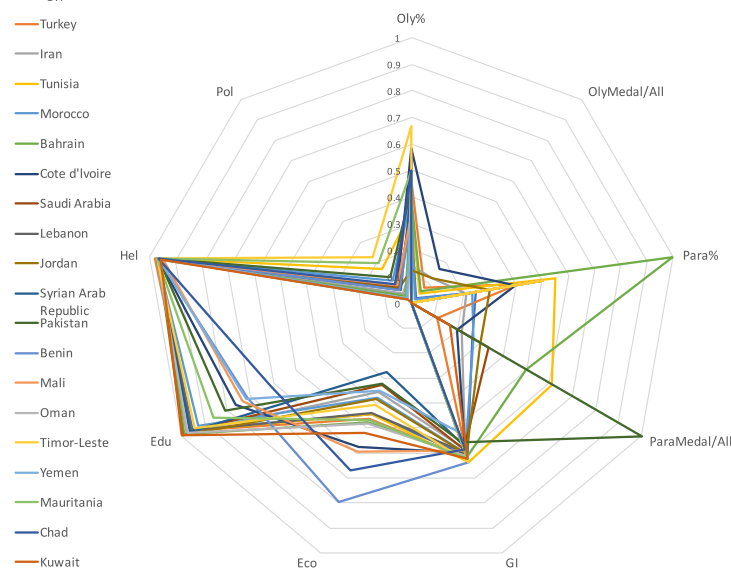
GII上位10カ国の指標チャート



メダル上位10カ国の指標チャート



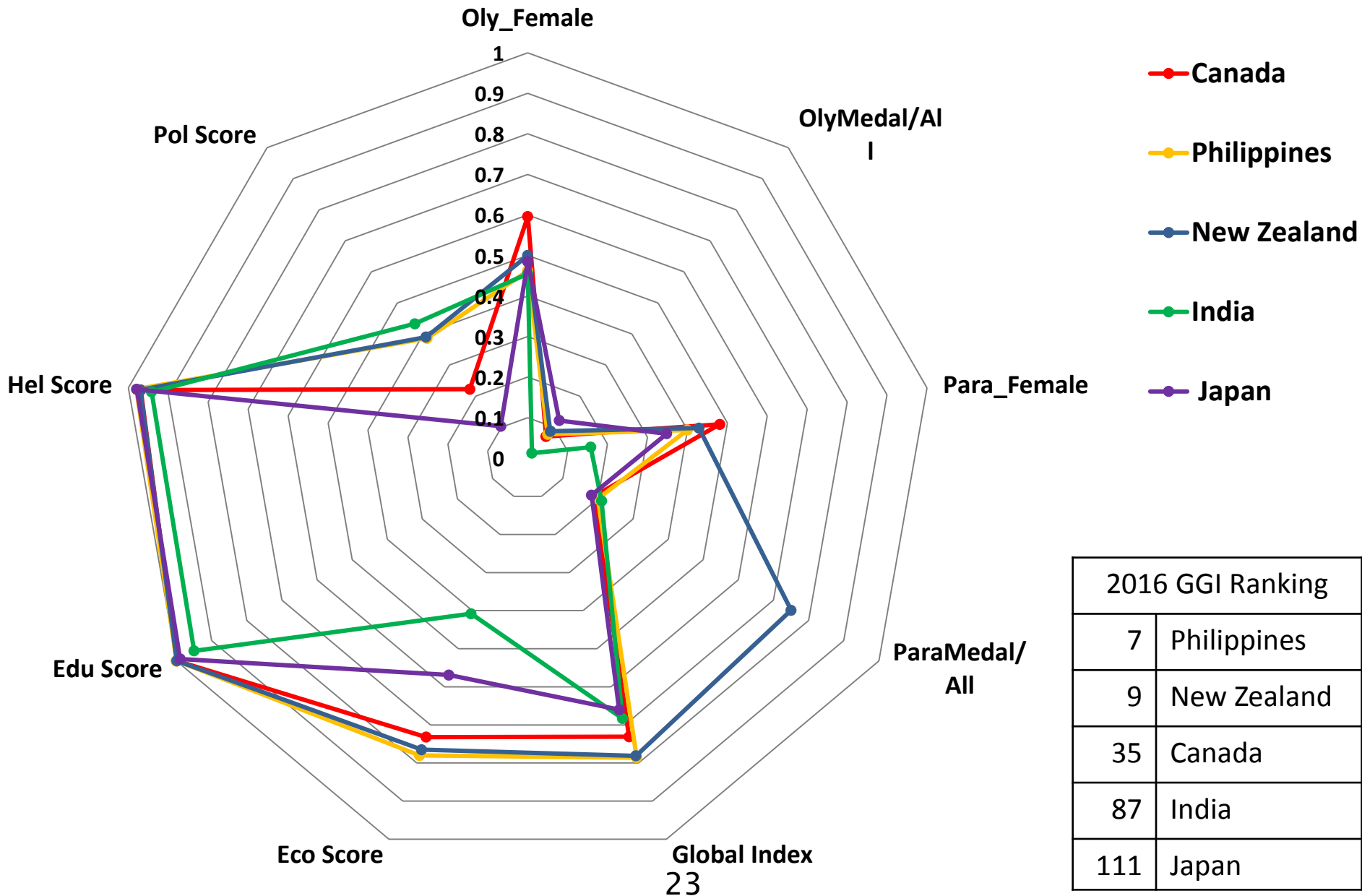
GII下位20カ国の指標チャート



Countries and Regions in Four Categories

1. Performance of female athletes in the sporting world is high and gender equality is highly valued in society.
2. Female athletes achieve high performance in the sporting world but issues regarding gender equality remain in society.
3. Performance of female athletes in the sporting world is not high, but gender equality is highly valued in society.
4. Both the performance of female athletes in the sporting world and the value of gender equality in society are low.

Analytical chart of panelists' home countries



Possibly..... ?

- Philippines GGI ranking 😊 Oly&Para Medals/All ☐
Sports & Health Policy > Competitive Sports Policy ?
- New Zealand GGI ranking 😊 Para Medals/All 😊
Emphasis on diversity in Sports Policy ?
- Canada GGI ranking 😊 Oly Medals/All 😊
Similar to Philippines ...
Emphasis on gender equality in Sports Policy ?

Possibly..... ?

- India GGI ranking 😞 Oly&Para Data

Low emphasis on competitive sports,
maybe due to focus on other sports policies

?

- Japan GGI ranking 😞 Oly Medals/All 😊

Overemphasis on competitive sports
in sports policies

?

Conclusion

Implications for Strategies in the Case of Japan

- In the case of Japan, strategies for gender equality have impacted positively on the upbringing and success of top athletes.
- On the other hand, the results are yet to have a large influence on gender equality in society.



Why so ?
and
What can we do about it ?

Conclusion

Implications of the Strategy in the Case of Japan

Reasoning : Historical background of Japanese female athletes

Sports values were influenced by the historical trend in which nationalism was regarded with greater importance than gender equality.



Kinue Hitomi (1907-1931)
The first Japanese woman to win an Olympic medal in 800m in 1928 Amsterdam



Hideko Maehata (1914-1995)
The first Japanese woman to win an Olympic Gold medal in 200m Br. in 1936 Berlin

Conclusion

Implications for Strategies in the Case of Japan

Reasoning: Historical background of Japanese female athletes

Sports values were influenced by the historical trend in which nationalism was regarded with greater importance than gender equality.

1920-30's in Japan

Upsurge of nationalism through the media

Social criticism emerged against women competing in sports.

Hitomi Kinue and Hideko Maehata win medals in the Olympic Games.

Social criticism subsided for the meantime, but reemerged every time they lost in subsequent competitions.



Conclusion

Implications of the Strategy in the Case of Japan



Strategy for upbringing female athletes

Change the old gender model

Strategy to make female athletes the new gender role model in Japanese society to demonstrate that gender equality is achieved

Integrate social and sports policies for gender quality

Conclusion

Questions and Issues Emerged from the Analysis for Further Discussion

- Participating countries and regions may be categorized in four groups based on data relating to the Olympic & Paralympic Games and the Global Gender Gap Report 2016 by WEF.
- It is important to distinguish between policies and strategies that are common to all groups and those that are tailored to a specific group.
- What kind of gender-based sports policies and strategies work for each group?
- How can such sports policies and strategies be integrated into social policies and strategies in order to promote gender equality in society?